

**FACTORS INFLUENCE CONSUMER SPENDING TOWARD ONLINE  
SHOPPING BEHAVIOR: A STUDY OF HEALTH PRODUCT AT  
MONIZONE RESOURCES IN KOTA BHARU, KELANTAN.**

**MUHAMAD ABDUL HAFIY BIN IKMAL HAKIMI**

**2014110731**

**Submitted in Partial Fulfillment of the  
Requirement for the  
Bachelor of Business Administration with Honours (Marketing)**

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITY TECHNOLOGY MARA  
KAMPUS KOTA BHARU, KELANTAN**

**JANUARY 2017**

## ACKNOWLEDGEMENT

Firstly I would like to say thanks to the Allah S.W.T because of permission and blessing I can complete this individual project paper which is prepared for the partial fulfillment of Bachelor of Marketing program.

Then, I would like to show my thankfulness to my parents, without their support and motivation it would not be possible to complete my degree as Bachelor of Business Administration with Honours (Marketing) in UiTM Kota Bharu, Kelantan.

Next, I would like to show my deepest gratefulness to my advisor, Dr. Tuan Haji Mohd Rosli Bin Tuan Hassan for his valuable suggestions, guidance, ideas and help throughout this study. It is impossible to me to complete this study without guidance from him. He has made available to support in a number of ways by helping me in seeking ideas, showing the steps and others. Furthermore, I also would like to show thankfulness to my second advisor, Madam Nur Hazelen Binti Mat Rusok for always keep reminding me about the project paper, give her attention to me and others.

It is a happiness to show appreciation to all those people who make this study possible. Moreover, I also want to say thank you to my entire friend that helps me completed the project paper. I am indebted to my many of friends and participants for their valuable time and help in collecting data from the surveys.

## TABLE OF CONTENTS

	Page
TITLE PAGE	i
DECLARATION OF ORIGINAL WORK	ii
LETTER OF SUBMISSION	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	v
LIST OF TABLES	vii
LIST OF FIGURES	vii
CHAPTER 1: INTRODUCTION	
1.1 Background of the Study	1
1.2 Background of the Company	4
1.3 Problem Statement	5
1.4 Research Question	7
1.5 Research Objective	7
1.6 Significance of the Study	8
1.7 Scope of the Study	9
1.8 Definition of Terms	10
1.9 Limitation of Study	11
CHAPTER 2: LITERATURE REVIEW	
2.1 Introduction	13
2.2 Literature on Dependent Variable	14
2.3 Literature on Independent Variables	15
2.4 Hypothesis	18
2.5 Theoretical Framework	20
CHAPTER 3: RESEARCH METHODOLOGY	
3.1 Introduction	21

## CHAPTER 1

### INTRODUCTION:

#### 1.1 BACKGROUND OF STUDY

Health is a dynamic procedure since it is continually evolving Olsen (2006) and Sparks (2001). We as a whole have times of good health, times of sickness, and possibly times of serious sickness. As our ways of life change, so does our level of health. Better health is vital to human happiness and prosperity. It also gains an important commitment to financial ground, as healthy population live more, will be more beneficial, and spare more. In the event that we assume liability for our own particular health and well-being, we can enhance our health once a day.

Every day, more and more consumers are prioritizing health products as one of their priorities in life. It happens because of today's health is important to all people but people are willing to spend time, energy and money to get that healthy life. Many traders who sell products and services on a priority user that are concern more about health. It will also be able to increase the level of awareness of health products. As individuals get to be wealthier and the extent of elderly individuals in the collective public increases, there is an unavoidable rise in human services consumption. Some individual are prefer searching on health product consist of for internal or external body, vitamin or others. However, to improve health behavior among the public, it is necessary to increase awareness and knowledge about the basic and fundamental science behind health behavior.

In relation to the above, Monizone Resources is a company which health concept. Monizone sell health products that are Ibnusina Therapy Eyewear. This product is very useful for users who suffer from eye problems such as nearsightedness, glare, headaches, migraines, eye pain and so on. Product Ibnusina Therapy Eyewear is also very good quality and durable in materials which has been used to produce the product. In terms of price, Ibnusina Therapy Eyewear also is a product that provides the proper price to all users. In addition, this product is environmentally friendly products and it is not harmful to consumers who use them.

However, how to encourage the consumer to buy the product is the company also must apply the strategy that related to the marketing strategy. According to the Malhotra, marketing is simplistically characterized as 'putting the right product in the right cost, at the right place, at the right time. Lot of hard work and research needs to go into setting this basic definition up. Furthermore, if even one component is missing the goal, a promising product or service can fail completely and wind up costing the organization generously.

Next, the marketing mix is an urgent device to comprehend what the product or service can offer and how to plan for a successful product advertising. The marketing mix is most ordinarily executed through the 4 P's of marketing in term of Product, Price, Promotion, and Place.

Then, the main P is for Product. Here the Internet can be the medium for buy for instance regular online retailers or the medium for the product itself, for example,